

**ABSTRACT**

According to one implementation a user customizable, magnetic advertisement includes a first magnetic layer having a first surface and a second surface, the first surface including: a first portion and a second portion including printed material. An adhesive may be affixed to the first portion and configured to receive a medium including business information. A protective layer may be affixed to the adhesive and removed to receive the business information medium. The advertisement is customizable by removing the protective layer and affixing the business information medium. In one example, the medium may be a business card and the printed material provided information associated with a business. Additionally the second portion may be a coupon, a frequent purchase coupon, a service reminder, an appointment reminder, or a tag line including information about a business. The second portion also may be configured to receive written indications.